

FOLLIES

apr 9+10

Next Attraction

1937

LIMITED ENGAGEMENT

Beginning Saturday Night April ~~17th~~

Twice Daily Thereafter—Matinee 2:30, Evenings 8:30



Hartman Theatre

CRITICAL OPINION OF "LOST HORIZON"

"There is a grand adventure film, magnificently staged, beautifully photographed, and capably played . . . the plane trip, its crash, the shuddering climb along the narrow ledge and dramatic events, piled one atop the other so swiftly that we found ourselves wondering how long we—and MR. CAPRA—could stand the pace . . . scenes are vivid, swift and brilliantly achieved . . . there is opulence of production, impressiveness of sets, richness of costuming, satisfying attention to large and small detail. By all means it is worth seeing."—Frank S. Nugent, N. Y. Times.

"It is FRANK CAPRA'S finest production and will unquestionably be remembered in years to come as one of the greatest pictures of this age."—Mark Hellinger, N. Y. Daily Mirror.



BEN BREW PALE BEER

... the beer that
has extra quality

... the extra quality in
flavor that comes from the
skillful brewing of more ex-
pensive grains and
the finest hops that
money can buy ...
you will enjoy Ben
Brew's extra good-
ness.



Kings Head Ale is also a 100% grain
product of the Franklin Brewing Com-
pany that is winning favor wherever it
is served.

For Home Delivery
Phone ADams 4228

AGED TO PERFECTION

Kings Head ALE



Bill of the Play



Friday and Saturday, April 9 and 10th—Matinee Saturday

BILLIE BURKE ZIEGFELD

Presents

THE NEW

"ZIEGFELD FOLLIES"

OF 1937 WITH

FANNIE BRICE — BOBBY CLARK

RUTH HARRISON and ALEX FISHER

JUNE and CHERRY PREISSER

STAN KAVANAGH

HUGH CAMERON

MARVIN LAWLER

CASS DALEY

JAMES FARRELL

BEN YOST'S Varsity Eight

JANE PICKENS — GYPSY ROSE LEE

Entire Production Staged by

JOHN MURRAY ANDERSON

Lyrics by Ira Gershwin. Music by Vernon Duke. Sketches by David Freedman. Scenery and Costumes Designed by Vincent Minnelli. Dances by Robert Alton. Orchestra Directed by Charles Drury. Sketches Directed by Edward Clarke Lilley and Edward D. Dowling.

ACT I

"TIME MARCHES ON"

Sung by JAMES FARRELL and

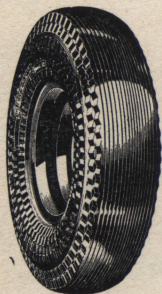
BEN YOST'S Varsity Eight

—The Tableau—

The Girl in White	Mary Rix
The Girl in Green	Marjorie Ezequelle
The Girl in Blue	Irmgard Erik
The Girl in Yellow	Diane Hunter
The Girls in the Mirror	Mary Bicks, Erminie Randolph
The Nymphs	Edelia Alvarez, Joy Arden, Betty Bannister, June Miley

Danced by the Ziegfeld Follies Girls
 Mary Bay, Vicki Belling, Helen Bennett, Hiawana Booth, Betty Boyce, Virginia Collins, Helene Fromson, Kay Gable, Rita Horgan, Georgette Lampsi, Artheda Lane, Iris Kingsley, Evelyn Low, Beth Meredith, Mae Merrick, Joan Myles, Jo Raskin, Ruth Rathbun, Clare Scott, Terry Shannon, Anne Travers, Dot Travers, Marie Vanneman.

THE NEW GENERAL DUAL-10



The Safest Tire Ever Built

... stops a car straight in its tracks
on any road ... wet or dry.

Ask Us to Prove This

MAIZE GENERAL TIRE CO.

WHITNEY W. MAIZE, Pres.

989 N. High St.	Naghten and 4th St.	Broad and 4th
UN. 4104	AD. 3344	MA. 1612

RUGS -- DRAPERIES -- FURNITURE

Send ALL To Be Cleaned

Our remodeled and newly equipped plant has increased our facilities so that you can be assured of prompt, dependable service. As experts in cleaning and repairing Oriental and Domestic rugs—removing, cleaning and relaying tacked-down carpet—and cleaning all kinds of upholstered furniture and draperies, you get more value for your cleaning dollars from—

CAROLYN

RUG CLEANERS, Inc.

*"Columbus' largest and finest equipped plant
for cleaning rugs, draperies and furniture."*

1987 EAST MAIN STREET

PHONE FA. 1101

"We serve you with anything Electrical"

The Electric Power Equipment Co.

51 E. Chestnut St.

ADams 5215

**SCOTCH-TWEED
TOP COATS
and
STETSON HATS
for
SPRING SEASON**

FRED L. SCHLOTMAN

46 E. Broad

Bill of the Play

"HE HASN'T A THING EXCEPT ME"

Sung by **FANNIE BRICE**

"YOU DON'T LOVE RIGHT"

By Tot Seymour and Vee Lawnhurst

Sung by **CASS DALEY**

The Ziegfeld Follies Show Girls and

BEN YOST'S VARSITY EIGHT

Danced by the Ziegfeld Follies Dancing Girls and
the Messrs. Irgens, Lentz, Pearce and Wells
(Costumes by Billi Livingston)

**CHERRY and JUNE PREISSER and
MARVIN LAWLER**

"OF THEE I SPEND"

Rexford Vivewell
Miss Gherkin

**BOBBY CLARK
GYPSY ROSE LEE**

BOB WHITE, Inc.

DISTRIBUTOR

GRAHAM MOTOR CARS

Farther and Faster on a Gallon of Gasoline

214-224 E. Gay St.

*It will pay you to learn more about the
Graham Supercharger*

SCHAEFER & SON, Inc.

MEN'S

TAILORS

52 E. Broad St.—AD. 2445

There is little difference in price between the finest ready-made clothes and Schaefer custom tailoring. But a Schaefer suit, made to enhance your individuality is, by any measure of comparison, by far the better investment.

ENJOY

BEAUTIFUL

DRY CLEANING

Flawless personal appearance, in business or social life, gives you added assurance and enjoyment. Look your best—it's easy! Let us keep your wardrobe in top form. Our SAFE-T-CLEEN process of Dry Cleaning restores the new, smart appearance of your garments and your sheerest fabrics are safe with our skilled operators. You'll enjoy wearing your favorites even more after they are dry cleaned by us.

ONE COLLECTION—ONE DELIVERY—ONE BILL TO PAY

SEND YOUR DRY CLEANING ALONG WITH YOUR
NEXT LAUNDRY BUNDLE

TROY

erers Dry Cleaners

ADams 7231

221 N. Third Street

Where Columbus Dines Well

**The
Maramor**

137 East Broad Street

In the dining room and fountain room of The Maramor you will meet your friends who have learned the fine art of living well—people who appreciate pleasant surroundings and a restful atmosphere as well as delicious dishes appetizingly served.



Bill of the Play



John D. Littlefeller
Charles G. Clawes

HUGH CAMERON
William Quentmeyer

Scene: Office of the F. S. A.

"ISLE IN THE WEST INDIES"
Sung by JANE PICKENS with BEN YOST'S VARSITY EIGHT
"The Conga"

Danced by RUTH HARRISON and ALEX FISHER with the Ensemble
(Ensemble costumes by Raoul Pene du Bois)

"THE SWEEPSTAKES TICKET"

Norma Shaeffer
Messenger Boy
Monty Shaeffer
Mr. Martin

FANNIE BRICE
Marvin Lawler
BOBBY CLARK
HUGH CAMERON

Scene: A Small Apartment Uptown



The French Shop

152 East Broad Street

PRESENTS A DISTINGUISHED
COLLECTION OF

SHEER ENSEMBLES
PERFECTLY ATTUNED TO
WARM SPRING DAYS

Marcella Kerstetter

You Will Have Done Your Utmost . .

When you have appointed a reliable corporate Executor and Trustee in your will, you have done your utmost to make sure that your wishes and directions expressed in the most important document you will ever sign, will be fulfilled.

The Ohio National Bank maintains a large Trust Department operated by a staff of officers and personnel particularly trained in the economic and efficient settlement of estates and the administration of trusts.

**Trust Department Office
30 East Town Street**



Member Federal Deposit Insurance Corporation

**SURETY BONDS — FIRE — TORNADO — BURGLARY
PLATE GLASS — AUTOMOBILE**

If it's insurance you want, we have it

ATKINSON INSURANCE AGENCIES

(HUB ATKINSON)

We are as near to you as your telephone

MAin 3178—3179

33 No. High St.



Bill of the Play



"THE ECONOMIC SITUATION"

Sung by **GYPSY ROSE LEE**
and the Ziegfeld Follies Economists

Edalia Alvarez, Joy Arden, Betty Bannister, Mary Bicks, Julie Bryan, Irmgard Erik,
Marjory Exequelle, Diane Hunter, Adelaide Hughes, June Miley, Erminie Randolph,
Mary Rix.

"MIDNIGHT BLUE"

by Edgar Leslie and Joe Burke
Sung by **JANE PICKENS** and **JAMES FARRELL**
Danced by **RUTH HARRISON** and **ALEX FISHER**
and the Ziegfeld Follies Dancing Girls
(Costumes by Billi Livingston)

"FANCY FANCY"

By Ira Gershwin

Zuleika.....
Sir Robert.....
Sir Henry.....

FANNIE BRICE
BOBBY CLARK
HUGH CAMERON

"HARLEM WALTZ"

By Richard Jerome and Walter Kent



That continually tired feeling is usually the result of sluggish elimination. Your diet is the safest means of overcoming it. Come and see.

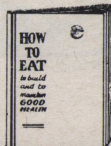
MISS MINNIE DUFFY—WEEK OF APRIL 19

She has had much experience in helping people have a more enjoyable and healthful life.



FREE

A copy of "How to Eat," the 64-page
Battle Creek Diet System booklet. Ask
for your copy.



USED AND ENDORSED BY THE BATTLE CREEK SANITARIUM

THE WENDT-BRISTOL COMPANY

721 N. High St.

Columbus, Ohio

51 E. State St.

*The Finest Continental Type
Dine and Dance Spot
in Columbus*

The Parisian Room and Cocktail Bar

FINEST FOODS — SUPERB WINES — PERFECT SERVICE

in an atmosphere of Swank Comfort and Gayety
Suave Dance Rhythm and Sophisticated Entertainment

COCKTAIL HOUR—five 'till six

DANCING IN THE PARISIAN ROOM

Ruby and his Orchestra

Seven 'till nine—ten 'till closing

THE NEIL HOUSE

IRON FIREMAN



AUTOMATIC COAL FLOW

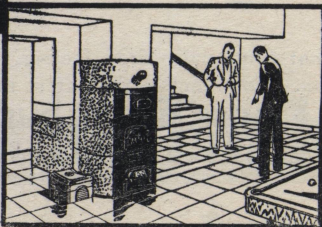


RESIDENTIAL



INDUSTRIAL

• Coal is the safest form of fuel. It cannot leak or explode. It is more economical and even burning. We can install in your home an Iron Fireman Coal Flow automatic coal burner which will handle coal from bin to fire as easily as other installations handle oil or gas. You can't beat it . . . ask us to give you more details.



COAL NOW FLOWS FROM BIN TO FIRE

The Sunday Creek Coal Co.

415 E. Broad St.

Your flowers will reflect credit upon you
 Only when
 They are correctly chosen and smartly arranged
 By

inez b. williams
FLOWERS, inc.

75 e. state st. columbus. ohio



Bill of the Play



Sung by CASS DALEY
 Ben Yost, William Quentmeyer, John Panter, Joseph Frederic
 Danced by CHERRY and JUNE PREISSER
 The Ziegfeld Follies Show Girls
 The Ziegfeld Follies Dancing Girls and Messrs. Irgens, Lentz, Pearce and Wells
 (Costumes by Billi Livingston and Jane Quinn)

"BABY SNOOKS GOES HOLLYWOOD"

Mrs. Higgins.....	GYPSY ROSE LEE
Director.....	BOBBY CLARK
Baby Snooks.....	FANNIE BRICE
Cameraman.....	Ben Yost
Clark Gable.....	James Farrell
Joan Crawford.....	Mary Bicks
Photographer.....	Bernard Pearce
Official.....	HUGH CAMERON

Scene: A Stage in a Hollywood Studio

Mrs. Eugene Gray
 inc.
 133 East Broad Street

It is our privilege to announce that we
 feature the exquisite

PERFUMES and TOILETRIES

by *Henri Bendel*

including the famous floating soaps and delightful
 bath accessories

THE CHITTENDEN

Is an Albert Pick Hotel

Dinner Music—Elizabeth Love, Harpist

Main Dining Room—5:30 to 8:00

The Famous Purple Cow Coffee Shop Is Open All Night



The Goldmer Trio Appear in The Oasis

4:30 to 6:30—9:30 to 1 A. M.

Remember Us When You Move

Call Us MA. 2022

Yellow Baggage Co.

WE MOVE EVERYTHING FROM
A TRUNK TO A CARLOAD

22 East Walnut Street

Columbus, Ohio

MONTALDO'S

149 E. BROAD ST.

Montaldo's reproduce the climate of the Eskimo in their fireproof dry cold air storage vault on the premises. An immediate pick-up of your furs will relieve you from future worry.

Bill of the Play

GYPSY ROSE LEE
(Miss Lee's number by Edwin Gilbert)

"THE GAZOOKA"

By David Freedman and Ira Gershwin

A Super-Special Musical Photoplay Starring Ruby Blondell and Bing Powell
With a Large Supporting Cast of Featured Players

Pilot	Marvin Lawler
Father	James Farrell
Mother	Marjory Leach
Bing Powell	BOBBY CLARK
Ruby Blondell	FANNIE BRICE
Casting Agent	Wm. Quentmeyer
Dolores Del Morgan	GYPSY ROSE LEE
Producer	HUGH CAMERON
Dance Director	Marvin Lawler
Minister	STAN KAVANAGH

and CHERRY and JUNE PREISSER

PHILCO



A Musical Instrument of Quality

See Any Philco Dealer



Johanna Pfeifer

THE BROAD-LINCOLN

East Broad St. at Jefferson Ave.

AD. 7208



Bill of the Play



MARVIN LAWLER

BEN YOST'S VARSITY EIGHT

Ziegfeld Follies Show Girls—Ziegfeld Follies Dancing Girls—Male Dancers

Scene 1—A Railway Station.

Scene 2—A Casting Office.

Scene 3—Backstage.

Scene 4—"The Gazzoğa" in Techniquecolor on the Widescope Screen.

ACT II

"MOMENT OF MOMENTS"

The Young Lady.....	JANE PICKENS
The Young Man.....	James Farrell
The Ballerina.....	RUTH HARRISON
The Grand Duke.....	ALEX FISHER
The Belles.....	The Ziegfeld Follies Show Girls
The Beaux.....	BEN YOST'S Varsity Eight

and the Corps De Ballet

Scene: The Foyer of an Opera House in the 60's

**Buckeye Cleaning restores
new life and freshness to
fabrics and colors.**



*for 29 years Buckeye has been
serving Columbus Homes*



Call and Deliver
Service AD. 5205,
FA. 2151, UN. 9694

The Buckeye CLEANING Co.

Cleaners—Dyers—Rug Cleaners

Hartman Theatre Bldg.

What is this your office or

HOTEL FORT HAYES

your bedroom

After the theatre
let us serve your
favorite cocktail
and delicious sandwiches

I let the Patient

In Columbus' Most Attractive Oriental Bar

So help with Robert Saylor from her for labor over the cost

THE MIKADO

decided that

Entertainment daily

5 till 6:30 p. m.

9 p. m. to 1:30 a. m.

R. I. Griffith, Mgr.

32 W. Spring St.



Bill of the Play



"SENTIMENTAL WEATHER"

Sung and Danced by CHERRY and JUNE
PREISSER and MARVIN LAWLER
(Costumes by Raoul Pene du Bois)

"DR. FRADLER'S DILEMMA"

Mrs. Bigley.....	Marjory Leach
Nurse.....	GYPSY ROSE LEE
Dr. Fradler.....	BOBBY CLARK
Mrs. Phoebe Schwartz.....	FANNIE BRICE

"WORDS WITHOUT MUSIC"

A Surrealist Ballet
Sung by JANE PICKENS
Danced by RUTH HARRISON and ALEX FISHER and Corps de Ballet

HARTMAN BUILDING

79 EAST STATE ST.

OFFICE SPACE FOR RENT

COMPLETELY DECORATED
EXCELLENT SERVICE
REASONABLE RENTALS

Consult

W. LYMAN CASE & CO.

Managing Agent



Bill of the Play



"MODERNISTIC MOE"
Sung by FANNIE BRICE

"I CAN'T GET STARTED WITH YOU"
Sung by BOBBY CLARK and GYPSY ROSE LEE the Glorified Ziegfeld Show Girls
BEN YOST'S VARSITY EIGHT
"RIDIN' THE RAILS"
By Edward Heyman and Harold Spina
Sung by BEN YOST'S VARSITY EIGHT
John Panter, Joseph Frederic, Sidney Greene, George Herman, Paul Nelson, Gene Newcomb, Jerry O'Rourke, William Quentmeyer.

"AMATEUR NIGHT"
Major Bones..... BOBBY CLARK
Attendant..... Ben Yost
Juggler..... STAN KAVANAGH
Elvira Mackintosh..... CASS DALEY
Lady De Vere..... GYPSY ROSE LEE
Myrtle Oppenshaw..... FANNIE BRICE
Scene: A Broadcasting Studio

STAN KAVANAGH

"FINALE"
Sung by FANNY BRICE, BOBBY CLARK and the ENTIRE COMPANY
THE ZIEGFELD FOLLIES SHOW GIRLS
Edelia Alvarez, Joy Arden, Betty Bannister, Mary Bicks, Irmagard Erik, Marjory Ezekuelle, Diane Hunter, Adelaide Hughes, Eddie Marx, June Miley, Erfinie Randolph, Mary Rix.
THE ZIEGFELD FOLLIES DANCING GIRLS
Mary Bay, Vicki Belling, Helen Bennett, Hiawana Booth, Betty Boyce, Virginia Collins, Helene Fromson, Kay Gable, Rita Horgan, Georgette Lampsi, Artheda Lane, Iris Kingsley, Evelyn Low, Beth Meredith, Mae Merrick, Joan Myles, Jo Raskin, Ruth Rathbun, Clare Scott, Terry Shannon, Anne Travers, Dot Travers, Marie Vanneman.

*I can't make head or
tail of you
I say you can't*

JANE RUMBERGER, Inc.

SHOP FOR WOMEN

Shop Where Your Judgment Is Respected

146 East Broad Street

Columbus, Ohio

BE THRIFTY ECONOMIZE!!!

NEW 1937 FORD "V" 8 FOR ONLY

Hold Your Breath

\$90.00 DOWN

Liberal Trade-in Allowances

Probably Your Present Car Will Make Down Payment

ACT QUICKLY

LAWWELL-BEASLEY, Inc.

761 W. Broad St.

Phone AD. 8171

Columbus' Oldest Ford Dealer

THE HARTMAN THEATRE

Is Now Available for Rentals



During Time Not Taken by Road Shows

For Recitals, Concerts, Lectures, Sales Meetings, Etc.

For information as to rental

Apply MR. ROBERT F. BODA

Room 409 Hartman Theatre Bldg.

Phone ADams 6521



Bill of the Play



BEN YOST'S VARSITY EIGHT

John Panter, Josepa Frederic, Sidney Greene, George Herman, Paul Nelson, Gene Newcomb, Jerry O'Rourke, William Quentmeyer.

THE DANCERS

Henning Irgens, Fay Lentz, Bernard Pearce, Eddie Wells

Choreography for Harrison and Fisher Solos by Theodore Adolphus

CREDITS

All costumes for principals and chorus by Brooks Costume Co. Additional costumes by Eaves. Modern gowns by Milgrim. All jewelry designed and created by Miriam Haskel, Saks Fifth Avenue. Modern shoes for Miss Brice, Miss Pickens, Miss Harrison, Miss Daley designed and made by Delman Salon of Bergdorf Goodman. Gold mesh evening bags and Miss Lee's gold mesh dress by Whiting and Davis. Miss Lee's modern gowns by Wilma, hats by Miss Bert de Winter. Make-up by Elizabeth Arden. "Billie Burke" Silk from Hess-Goldsmith Co. Gloves by Steinberger Glove Corp. Hats and gloves created by John Fredericks. Handbag initials by Monocraft. Men's formal clothes by Luxenberg. Men's formal haberdashery by Franklin Simon. Men's opera hats by Knox. Masks and puppets by Herrschaft. Wigs by Lerch. Drapery, upholstery and novelty fabrics by Gladstone Silk Co. and Dazian's Flowers by Universal Flower Co. Additional shoes by La Ray. Additional jewelry by Cohen and Rosenberger. "Baby Snooks" drop painted by Triangle Studios. Scenery constructed by James Surridge. Properties by James Flamm. All electrical equipment by William Thomas. All dancing shoes by I. Miller.

Orchestrations by Hans Spialek; additional orchestrations by Conrad Sallinger, Russell Bennett, Don Walker, and Bill Vodery.

STAFF FOR MRS. FLORENZ ZIEGFELD

General Manager.....	John Shubert
Company Manager.....	Abe Cohen
Press Representative.....	Joe Flynn
Stage Director.....	Edward J. Scanlon
Stage Manager.....	Jay Conley
Assistant Stage Manager.....	David Weinstein
Master Carpenter.....	Jules Hall
Master Propertyman.....	Joe Sinclair
Master Electrician.....	George Salthouse
Wardrobe Mistress.....	Ann Richards

Marion Herwood.....Assistant to Vincente Minnelli

Beginning Saturday Night April 17th

LIMITED ENGAGEMENT

Twice Daily Thereafter at 2:30 and 8:30



ALL SEATS EXCEPT SECOND BALCONY RESERVED
 EVES. 55c, 83c, \$1.10 AND \$1.50—MATINEES 55c, 83c AND \$1.10
 MAIL ORDERS NOW—BOX OFFICE SALE NEXT THURSDAY

WRIGHT AND RRONG

Worked in the same
shop side by side.

WRIGHT WAS WRONG

In his thrift ideals;
he never saved a cent.

RRONG WAS RIGHT

For he saved as he
earned each month



IN THE BUCKEYE

3½% Paid on Deposits

**All loans secured by first
mortgages on real estate**

Ohio's Largest Building and Loan

THE BUCKEYE STATE BUILDING & LOAN CO.

36 East Gay Street

Columbus, Ohio

*Let's get together after
the show in the beautiful*

IONIAN ROOM

GOOD FOOD
GOOD DRINKS
GOOD SERVICE

*and pleasant
company*

... entertainment by

**Billy Baer and his
Society Band**

featuring ADELE HAEHLEN, vocalist

NO COVER CHARGE
NO MINIMUM

Follow the crowd to the

 **Deshler-Wallick** 
HOTEL

L. C. Wallick, Pres.

A. L. Wallick, V. Pres.

Jas. H. Michos, Resident Mgr.